



June 23, 24, 25 – 2016

Downtown Concord, NH

NOTE JUNE DATE!!!

Dear Market Days Vendor—

Coming up **June 23, 24, and 25**, 2016, it's Intown Concord's **42nd Annual Market Days Festival!**

**Market Days is once again in JUNE this year**—in part because of Phase III of the Main Street Project, and in part because last year was so awesome. (Respondents to our vendor/downtown business and attendee surveys overwhelmingly supported having the festival in June again.)

WHAT DOES THAT MEAN? **It means that deadlines are coming up QUICK!!!**

**Registration is now open** for vendors who want a chance to reach 50,000 Market Days guests, who come to downtown Concord, NH, for 3 days of nonstop food, shopping, and entertainment.

**The 4-page vendor application is attached.** Please note:

IMPORTANT

**THE APPLICATION HAS CHANGED.** We are asking for specific information about your product & your presence at the festival, including a photo of your booth. See page 3, Vendor Space Content.

- **NEW:** For the privacy and safety of attendees, companies whose sole purpose is to collect contact information of attendees are not welcome at the Market Days Festival. If you represent a company that plans to collect attendee data with the intention of selling the data or using the data to sell, please do not apply, as your application will be rejected. There will be NO EXCEPTIONS to this policy for those who have participated in past Market Day Festivals; we apologize for any inconvenience.
- **Save money** when you **send your registration and payment by April 12.** Vendor space is limited and there will be a waiting list for vendor spots, so it's a good idea to get your application in as early as possible anyway!
- If your organization wishes to pay its vendor fee by credit card, please do it online at [intownconcord.org](http://intownconcord.org); convenience fee applies. Do not put credit card information on this form.
- **All Market Days vendor communications will be done by e-mail.** Please check that [susan@intownconcord.org](mailto:susan@intownconcord.org) and [info@intownconcord.org](mailto:info@intownconcord.org) are on your "safe sender" list.
- **Liability insurance.** Once again for 2016, vendors have the OPTION to purchase Group Vendor Liability insurance for the event (restrictions apply) through E&S Insurance. See the last page of this packet for details or to purchase.

We're excited to have you as part of Market Days 2016!

Susan Sokul

Liza Poinier

CONTACT:

**Intown Concord**

49 S. Main Street, #202

Concord, NH 03301

(603) 226-2150

[susan@intownconcord.org](mailto:susan@intownconcord.org)

[intownconcord.org](http://intownconcord.org) • [facebook.com/intownconcord](https://www.facebook.com/intownconcord)

P.S. **This is the only PRINTED application you will receive.** If you have questions, please visit [intownconcord.org](http://intownconcord.org)—or call or write to Intown Concord as soon as possible. *Thanks.*



**June 23, 24, 25 – 2016**  
**Downtown Concord, NH**

OFFICE USE ONLY

Received: \_\_\_\_\_

Form of payment: \_\_\_\_\_

## Retail & Nonprofit Vendors: **Vendor Application and Information**

Thank you for your interest in the 42nd Annual Market Days Festival. Welcome...or welcome back!

This vendor application has changed. PLEASE read it carefully and sign or initial in all the places indicated.

**PLEASE make a copy for yourself, and COMPLETE AND RETURN ALL 4 PAGES of this Application.**

### Vendor Requirements

**PLEASE INITIAL ALL BOXES!**

- VENDOR SPACE:** Vendor setup, displays, seating, selling, storage, supplies, etc., **must fit within the confines of the space to be reserved through this application.** Vendors are responsible for their own setup, including tables, chairs, tent, trash receptacles, etc.
- TENT WEIGHTS AND TRASH:** All tents must be properly weighted and secured at all times; Organizers will do a tent-weight check before the festival opens; no vendor may open for business if their tent is not properly weighted. Vendors must dispose of their own trash in the rollaway dumpsters provided in the festival area. Vendors may not leave trash on the street or sidewalk at night or when the event closes.
- VENDOR SPACE CONTENT:** Vendor space is limited, and we reserve the right to reject a vendor based on the content of their space. For example, data-gathering companies are not welcome at the Market Days Festival. Vendors **MUST** complete and return the Vendor Space Content form on page 3 of this application to be considered for participation.
- ELECTRICITY and WATER ARE NOT AVAILABLE ON FESTIVAL SITE:** Please check here \_\_\_\_\_ only if you **need** to have a generator on festival grounds. Vendors using generators must use “silent” generators with a volume output less than 65 decibels—this requirement will be strictly enforced, so please be certain that your generator is “silent” before sending in your application. Many RENTAL generators are NOT silent. Vendors operating noisy generators will be asked to leave and no refund will be given; if your generator was a problem last year, don’t bring it—you won’t be allowed to use it. Generators older than 5 years will probably not meet criteria. See attached Fire Regulations regarding location requirements for generators and gas cans.
- TENTS: Please note!** Because of the new Main Street Project street configuration, the depth of each regular vendor space is now 15'. **20’ x 20’ or larger tents are no longer allowed**, because they go too far into the street, blocking the center of the festival. No exceptions. If you have questions about this, please contact us at [susan@intownconcord.org](mailto:susan@intownconcord.org) or 603-226-2150. Note: tents larger than 200 square feet and canopies larger than 400 square feet require a permit from the City of Concord. See the enclosed festival safety guidelines for a link to the permit application. The permit cost is \$37 per tent/canopy plus a \$20 application fee. To be classified as a canopy, at least 75% of the perimeter must be without sidewalls or drops. Permits must be received by City of Concord prior to May 19, 2016.
- OPEN AND CLOSING TIMES:** All vendors must be on site, and all supply vehicles must be off the festival area by 9:00am daily. Vendors are expected to be open during festival hours: 10:00am to 10:00pm. The Concord Police Department patrols the festival area overnight; tents and other goods may be left at your own risk. For pedestrian safety, no vehicles may be operated on Main Street or designated festival areas between 9:00am and 10:00pm. No exceptions are allowed.
- PAYMENT:** Vendors must provide payment for Booth Space with their Application. Payments may be made by cash (in-person only), check, or money order. Credit card payments are accepted at [intownconcord.org](http://intownconcord.org); convenience fee applies.

**VENDOR NAME:** \_\_\_\_\_

**VENDOR SIGNATURE:** \_\_\_\_\_



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## Vendor Requirements (2)

**NOTE ON VENDOR LOCATIONS:** Intown Concord **DOES NOT GUARANTEE** that a vendor will be placed in a certain location; this is especially true because of changes to the streetscape under the Main Street Project. We do our best to honor special requests, but may need to move vendors on a case-by-case basis to ensure public safety and variety/distribution of vendors/product types. *Generally speaking*, location preference is given in the following order to vendors whose completed applications and payment have been received: 1) downtown businesses that wish to have the space directly in front of their door/storefront; 2) vendors who occupied the space during Market Days 2015; 3) downtown/greater Concord businesses on a first-come, first-served basis through May 1; 4) after May 1, any vendors on a first-come, first-served basis.

**1. General.** Within this application the acronym “MDF” refers to the Market Days Festival to be held in downtown Concord, New Hampshire. The MDF is owned, produced, and managed by Intown Concord (“ITC”). The term “Vendor” refers to the organization or person applying for Booth Space rental.

**2. Application for Booth Space.** The submission of this Vendor Application and its acceptance constitutes a binding contract (the “Application”). Completing the application does not guarantee a vendor space. ITC reserves the right to reject any application for booth space for any reason. If any Vendor changes management or is purchased by another person, company, or organization, this Application becomes binding on such person, company or organization.

**3. Booth Space Specifications.** Only the space is provided. The Vendor must provide any tents or other equipment used in the space. See previous page for info about generators, water, etc.

**4. Booth Space Assignments.** ITC reserves the right to define the booth locations, change the booth layout plan or to change the location assigned to Vendor at any time as it may, in its sole discretion, deem necessary in the best interest of the MDF. Vendor shall not sublet or permit the use of all or any part of the booth, nor shall Vendor assign this Application in whole or in part, without written notice to and approval from MDF Management.

**5. Cancellation/Refund Policy.** If ITC is required to cancel all or any part of the MDF, it will refund registration fees appropriately, less a \$50 administrative fee. Vendors who wish to cancel their participation must do so in writing before May 19, 2016, and are subject to a \$50 administrative fee. Cancellations received after May 19 are non-refundable. This policy applies regardless of the execution date of this Application and regardless of any resale of booth space by ITC. Vendors are encouraged to seek appropriate insurance protection against cancellation. The Market Days Festival is a rain or shine event.

**8. Vendor Operations and Conduct.** (A) All activities by the Vendor must be carried on in Vendor’s contracted booth space; (B) The use of objectionable amplifying or lighting equipment or generator is prohibited; (C) **Food and beverage can only be dispensed by approved Food and Beverage Vendors who have received a Food Vendor License for MDF 16.** If the Vendor engages in any conduct in violation of the rules and or applicable laws, ITC reserves the right to cancel the Vendor’s space without further notice and without obligation to refund monies previously paid and require Vendor to dismantle booth and leave the premises. ITC further reserves the right to reject Vendor’s application for booth space in future events. Further, ITC in its absolute discretion shall have the right at any time to enter and inspect the area occupied by Vendor. Vendors and their representatives shall at all times conduct themselves in a professional manner and shall not disparage or defame fellow exhibiting companies or organizations, Vendors, Sponsors, or ITC or engage in other activities detrimental to the MDF.

**9. Waiver & Indemnification; Insurance.** This Application shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between ITC and Vendor. Vendor hereby agrees to and does indemnify, hold harmless, and defend ITC, its officers, employees, committee members and associates (collectively “Indemnified Parties”) from and against any and all liability, responsibility, loss, damage, cost or expense of any kind whatsoever (including but not limited to cost, interest and attorneys’ fees) which any Indemnified Party may incur, pay or be required to pay incident to or arising directly or indirectly from any act or omission by Vendor or any of its employees, servants or agents. Vendor further agrees to waive all of its right against and agrees that the Indemnified Parties shall not be responsible in any way for damage, loss, or destruction of any property of Vendor or injury to Vendor or its representatives, agents, employees, licensees or invitees. Vendor is responsible for obtaining all appropriate business personal property and general liability insurance covering its participation in the MDF.

**10. Limitation of Damages.** In no event will an Indemnified Party be liable to the Vendor, whether in contract or tort, for any amount in excess of the Booth Space rental fee in relation to any damages, including lost profits, arising out of or relating to the MDF Management, the rental of Booth Space, the conduct of MDF Management, any breach of this Application, or any other act, omission, or occurrence.

**11. Assessment of Additional Fees.** Any Vendor causing a vehicle to be operated on Main Street or other designated areas of the MDF, between 9:00 am and 10:00 pm on Thursday, June 23, 2016 between 9:00 am and 10:00 pm on Friday, June 24, 2016 or between 9:00 am and 9:00 pm on Saturday, June 25, 2015, will be subject to a \$100 fee. Any Vendor found to have deposited refuse or recycling in any space or receptacle other than those designated for Vendor use, will be assessed a \$100 fee.

**VENDOR NAME:** \_\_\_\_\_

**VENDOR SIGNATURE:** \_\_\_\_\_



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**Vendor Space Content—new for 2016**

We are fortunate to have more vendors than space for the Market Days Festival.

**Because there is such great demand for vendor space, we ask that you tell us exactly what your business or organization’s booth will contain and what it will look like.** This will enable us to ensure a dynamic mix of retail, food, and local informational vendors.

**NOTE:** After May 1, preference is given to 1) existing downtown Concord businesses and nonprofits; 2) New Hampshire organizations; 3) Regional/New England organizations with local interests and/or that have participated in Market Days in the past; 4) Other/outside organizations with local interests and/or that have participated in Market Days in the past; 5) Other/outside organizations, retail over informational.

For the privacy and safety of attendees, companies whose sole purpose is to collect contact information of attendees are not welcome at the Market Days Festival. If you represent a company that plans to collect attendee data with the intention of selling the data or using the data to sell, please do not apply, as your application will be rejected. There will be NO EXCEPTIONS to this policy for those who have participated in past Market Day Festivals; we apologize for any inconvenience.

**Our vendor space will offer for sale (be specific):** \_\_\_\_\_

**Our vendor space will offer the following information and/or giveaways (be specific):** \_\_\_\_\_

**Our vendor setup includes the following (esp. tent size, table(s), chair(s), displays—be specific):** \_\_\_\_\_

**MANDATORY: PLEASE ATTACH A CLEAR PHOTO OF YOUR VENDOR SETUP HERE, OR INCLUDE ON SEPARATE PAGE:**

**VENDOR NAME:** \_\_\_\_\_

**VENDOR SIGNATURE:** \_\_\_\_\_

**Vendor Fees**

Market Days Festival Vendor Fees are the same as in 2015 . Send your vendor application and payment in by April 12 (see chart) to save.

Vendor Category	Size (frontage x depth) <sup>1</sup>	Save with EARLY registration through April 12, 2016	Vendor registration fee April 13 - June 1, 2016
“Red Carpet” entry — storefront in festival area only <sup>2</sup>	6' x 15'	\$150	\$200
Greater Concord vendors <sup>3</sup>	10' x 15'	\$250	\$350
	20' x 15'	\$400	\$500
Outside vendors <sup>4</sup>	10' x 15'	\$450	\$550
	20' x 15'	\$650	\$750



- Vendor spaces come in lengths of 10 and 20 feet as measured along curb. The depth of each space is a maximum of **15'** as measured from the curb toward the center of Main Street. **Vendors may not place signage, sell, or promote beyond the 15'**. No exceptions.
  - NEED MORE THAN 20' FRONTAGE?** If your vendor setup requires more than 20' along the curb, make a clear note of it on this page, and add \$150 per additional 10' for a Greater Concord vendor; \$200 per additional 10' for an outside vendor.
  - NO TENTS DEEPER THAN 15'**: With the new street configuration, **the festival CANNOT ACCOMMODATE tents that are deeper than 15'**. If you have had a 20'x20' or larger tent in the past, you will need to request a 20'x15', or lash together multiple 10'x10' pop-ups to run along the curb. Contact Intown Concord for more info.
- “Red Carpet” space is limited to Main Street businesses with a storefront in the festival area only. This is a 6-foot wide space directly in front of your store and which extends out from the main entrance of the business. Outdoor sales of any kind are prohibited; business may use space for entryway enhancement as desired.
- “Greater Concord vendors” are those organizations with a principal business address in any of these towns: Allenstown, Boscawen, Bow, Bradford, Canterbury, Chichester, Concord, Epsom, Henniker, Hopkinton, Loudon, Pembroke, Pittsfield, Salisbury, Warner, Webster.
- “Outside vendors” are those that do not have a principal business address in any of the towns listed in (3).

**Vendor & Payment Information**

I acknowledge by my signature that I have read and understand this 4-page Vendor Application AND the festival safety guidelines from Concord Fire Dept., and agree to be bound by all terms and conditions.

**VENDOR SIGNATURE**

Name—primary contact person (please print):	
Name of person who will be <u>at</u> the Market Days Festival*:	
<b>VENDOR NAME</b> —business or org.:	
Address:	
City, State, Zip:	
tel.:	cell phone*:
e-mail*:	

<p><b>FEE: \$</b></p> <p><i>2016 Intown Concord annual supporters: Take 10% off!</i></p>
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\*Please use name, cell phone number and e-mail address that will be **accessible on-site DURING Market Days**, in the unlikely event that festival organizers need to contact you.

- Our check is enclosed       We are paying online with a credit card\*

\*NOTE: Credit card payments are subject to a convenience fee and are accepted at [intownconcord.org](http://intownconcord.org). Organizations that choose to pay with a credit card MUST also complete and return this 4-page application; the applications will be processed once payment is made.

**Make a copy for your records and return all 4 pages with payment to:**

**Intown Concord**  
**49 South Main St., Suite 202**  
**Concord, NH 03301**



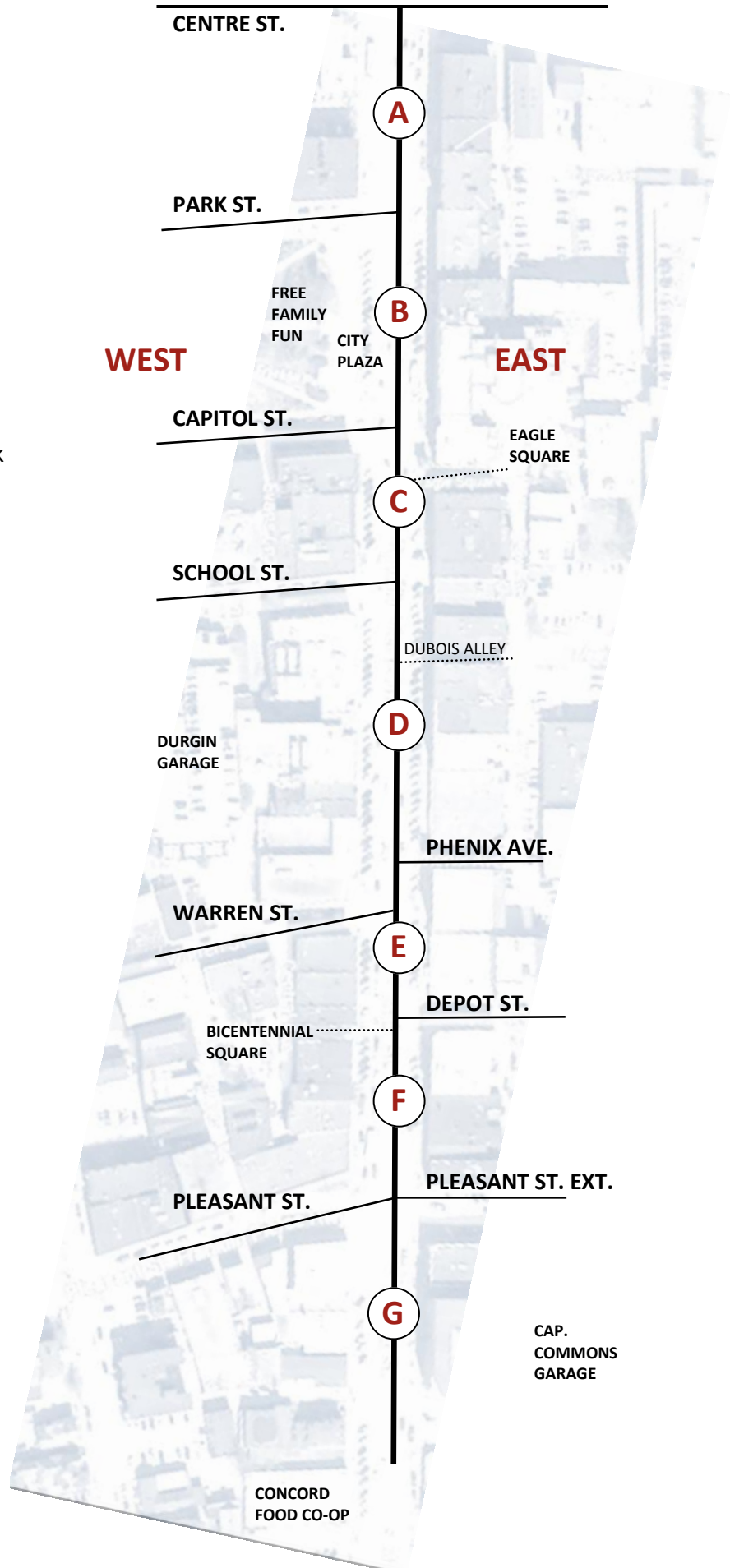
The Market Days Festival Area is primarily on Main Street from Centre Street at the north to the Concord Food Co-op at the south.

The letters indicate the blocks and help us map the vendors. Vendors on "C-WEST," for example, will have their vendor space between Capitol and School streets, on the west side of Main Street, in front of Merrimack County Savings Bank.

Please note that **the configuration of vendors throughout the festival has changed slightly** because of the new & expanded pedestrian areas.

South Main Street will be partway through the Main Street construction project during the festival; we found last year that while the street surface was imperfect in the construction zone, it did not affect the spirit or practicalities of the festival.

The final festival map will be available on the Intown Concord website on or around June 10, at which time we'll send an e-mail update and vendors can check their location.





# FIRE DEPARTMENT CITY OF CONCORD

24 Horseshoe Pond Lane  
Concord, NH 03301  
[www.concordnh.gov/fire](http://www.concordnh.gov/fire)

The following guidelines are provided to assist with festival safety. The list is not all-inclusive. Other requirements may be imposed during planning and inspections. Variance from these guidelines must be approved by the Concord Fire Department. For additional information or questions, please contact the Fire Prevention Bureau.

## Fire Lanes

- Fire lanes shall be maintained at a minimum of 18 feet. Vendors shall not place signage or other objects in the fire lane.

## Tents

- Tents larger than 200 square feet and canopies larger than 400 square feet require a permit.
- Permit applications can be obtained at:
  - o Code Enforcement, 37 Green Street.
  - o Fire Prevention Bureau, 24 Horseshoe Pond Lane
  - o <http://www.concordnh.gov/DocumentCenter/View/494>
- Tents requiring permits are also required to have documentation certifying they meet the flame propagation performance criteria of NFPA 701.
- Tents being used as a place of assembly:
  - o Shall have an occupancy limit established by the Fire Prevention Bureau.
  - o Shall have exit signs.
  - o Shall have emergency lighting if occupied during dark hours.
  - o Shall have a fire extinguisher.
  - o Shall not have combustible decorations.
- Smoking shall not be permitted in tents.
- Open flame and flame producing devices shall not be permitted within 20 feet of a tent. The exceptions to this are gel fuels used with chafing dishes and cooking canopies.
- If using chafing dishes with gel fuels:
  - o No combustible materials (including tablecloths) shall be on the table with the chafing dishes.
  - o The chafing dishes may not be setup within 10 feet of a required means of egress from the tent.

## Cooking Canopies

- Shall not be located within 20 feet of other tents or 10 feet of buildings.
- Shall be open on all sides, limited 10' X 10' and have documentation certifying they meet the flame propagation performance criteria of NFPA 701.
- Shall have a type K extinguisher.

## Generators

- Portable generators shall be a minimum of 20 feet away from tents and 10 feet from building openings.
- Generators above 10kw shall be inspected by a NH licensed electrician prior to use.

## Flammable & Combustible Liquids

- Flammable & combustible liquids are prohibited from use in tents.
- Flammable & combustible liquids shall be stored in approved containers, secured from spilling, and be 50 feet away from tents.

## LP Gas

- LP Gas cylinders shall be stored a minimum of 5 feet from tents and secured from tipping.

## Cooking in Portable Concession Stands (Truck, bus, trailers, sheds, etc.)

- Shall comply with NFPA 96 for commercial hoods and ventilation.
- Shall comply with NFPA 17A for hood suppression systems.
- Shall have both ABC and K extinguishers.

Administration  
(603) 225-8650  
(603) 225-5833 fax

Prevention  
(603) 225-8651  
(603) 225-5833 fax

Fire Alarm  
(603) 225-8667  
(603) 225-8509 fax

Communications  
(603) 225-8669  
(603) 225-8507 fax



# Liability Insurance through E & S Insurance Services

Liability insurance is designed to provide protection for situations in which a vendor or exhibitor must defend itself against lawsuits or pay damages for bodily injury or property damage to third parties.

If you have existing liability insurance, please have your insurance agent issue a certificate listing Intown Concord as the certificate holder, and have Intown Concord’s 2016 Market Days Festival added as an additional insured.

**If you do not have insurance, our insurance agent E & S Insurance is offering a Group Vendor Liability Policy.** (See list of excluded vendor types below.) The coverage will be from **June 23 to June 25, 2016**, with a \$1,000,000 liability limit per occurrence subject to a \$1,000,000 annual aggregate. The cost is \$35 per vendor. If you would like to participate in the group vendor liability policy, please complete the information below and:

1. Mail this completed form and your \$35 check payable to:  
E & S Insurance Services, PO Box 7425, Gilford, NH, 03247

or

2. Make your \$35 check out to E & S Insurance Services, and return with this completed form and vendor application to: Intown Concord at 49 S. Main Street, #202, Concord, NH, 03301.

**Vendor name:** \_\_\_\_\_

**Mailing address:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Phone number:** \_\_\_\_\_

**Description of exhibit/goods:** \_\_\_\_\_

***Note for food trucks:***

*Food trucks may not be covered under this policy. However, you are welcome to contact E&S Insurance at (603) 293-2791 if you wish to request a quote on an insurance policy for this event.*

***This policy will not cover any of the following:***

*Body piercing or tattooing; e-commerce selling, fireworks; hot wax impression, live animals, massage, medical testing; motor sports activities, nutrition/healthy supplements/ on-site installation/service/repair of products/ onsite equipment rental oxygen/aromatherapy; storefront operations; time share sales; tobacco products; vehicles in motion; watercraft exhibits on water; weapon sales; weight loss plans or products; whole sale business; medical marijuana and or paraphernalia.*

***A separate policy would need to be purchased for the following:***

*Catering company, disc-jockeys for over 200 attendees; haunted attractions; live bands; mechanical or inflatable amusement device, food truck vendors, and entertainment & film industry.*